

# RETAIL PROMOTION FACT SHEET

# LOGO

Promotion Description: Cambridge B3G1F Carton Promotion - Mega Outlets

Field Dates: First Week of March, April and May 1994

## OBJECTIVE/ALLOCATION RATIONALE:

To generate multi-carton purchases by placing a 50 deal promotion in mega-volume outlets with emphasis on border stores and Indian outlets. These deals can be placed on a 200 carton semi-permanent display or merchandised on a store built display. Allocations have been based on potential mega accounts and Region Trade Marketing input.

Geographic Scope ☒ National ☐ Key Markets/Sections: ☐ Excluded Markets:

- PLEASE NOTE: Under no circumstances should the band be removed from the 4 cartons and product sold separately at a price reduction.
- This promotion is designed to be placed at retail during key consumer pay weeks at the beginning of each month.
- Allocations have been previously forwarded to Region Trade Marketing
- If needed, a 200 carton semi-permanent display can be ordered through Midas (POS#50568)

☐ Acct. Specific \_\_\_\_\_ ☒ Carton 800+ \_\_\_\_\_ ☐ Pack \_\_\_\_\_  
Suggested CPW Suggested CPW

☐ Afro American ☐ Conv ☐ Drug Stores ☐ Grocery ☐ Hotel/Cigar ☐ Liquor ☒ Mega (800 CPW+) ☐ Supermarkets  
☐ Asian ☐ Conv Gas ☐ Gas ☐ Hispanic ☐ Indian (Tax Exempt) ☐ Mass Merch. ☐ Other \_\_\_\_\_

Military Participation: ☐ Yes ☒ No Military Display Quantity: \_\_\_\_\_

PRECON ASSEMBLY: ☐ Yes ☒ No

SLEEVED ☐ BANDED ☐

Participating Brand Styles: ☒ Family (S/R Discretion) ☐ Packing Specific

Sleeve UPC #s:

85s: \_\_\_\_\_  
 100s: \_\_\_\_\_  
 85s: \_\_\_\_\_  
 100s: \_\_\_\_\_

## PRODUCT REQUIREMENTS:

Product Discount \$ \_\_\_\_\_

Case Size: ☐ 6M ☐ 12M

	Weight:	Tie:	High:
Product 85s: _____	Soft 85s: _____	85s: _____	85s: _____
Case Cube 100s: _____	100s: _____	100s: _____	100s: _____
Dimensions: 85s: _____	Box 85s: _____	85s: _____	85s: _____
100s: _____	100s: _____	100s: _____	100s: _____

## PRODUCT HANDLING, HAND STAMPING AND TAX ALLOWANCES:

Handling Allowance: ☐ Yes ☒ No \_\_\_\_\_ Off Invoice: ☐ Yes ☐ No  
 Hand Stamping: ☐ Yes ☒ No \_\_\_\_\_ Off Invoice: ☐ Yes ☐ No

REFER TO THE PROMO-TAX ORDER ENTRY SYSTEM FOR ORDERING AND TAX ALLOWANCES

## PRODUCT ORDERING:

Product Order Period: \_\_\_\_\_  
 Product Delivery Dates: \_\_\_\_\_

2042816665

## POS ORDERING INFORMATION:

**PMExpress Kit**

50 Deal Kit

Kit Components:

Poster

50 Carton Wraps

2 Semi Perm Headers

PMExpress Display Kit #:

22205

Kit Order Dates: (From-To)

12/13/93-5/13/94

Kit available in Field:

2/14/94-5/27/94

POS #: (For Field

MIDAS Allocation only)

67171

MIDAS P/F:

1

### PMExpress Kit Dimensions

Length:

10"

Width:

36"

Height:

1"

Weight:

4 lbs.

EXCLUDES PRODUCT

### Assembled Display

Depth:

N/A

Width:

Height:

UPC Code:

# Deals/Display:

50

# Deals/Back Up:

0

# Product Ctns:

50

## PAYMENTS:

Display/Item		Payment To (Retailer/Distributor)	Promo Code	Payment
Distributor	Assembly	Distributor		\$12/12M Case
Gratis	Carton	Retailer/Wholesaler	222F	Wholesale Cost Only

MEDIA SUPPORT: ☐ Yes ☒ No Media Advertisement Only ☐ Media Advertisement and Offer ☐ \*

* Offer	Vehicle	Circ.	Value	UPC #
<input type="checkbox"/> Coupon				
<input type="checkbox"/> Product Offer				
<input type="checkbox"/> Incentive				
<input type="checkbox"/> Sweepstakes				
<input type="checkbox"/> Other				

2042816666